

State Water Resources Control Board  
Order Dated 08/25/2014

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Provision 17 -October Status Update



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## 1 Introduction

Provision 17 of the Order directs the Sonoma County Water Agency (Water Agency) as follows:

“SCWA shall submit to the Deputy Director for Water Rights a written report within 15 days of the end of each month (monthly status update) that provides a summary of compliance with this term. The monthly status update shall, at a minimum, include a description of SCWA's actions to date to comply with the requirements of this term and the results of such actions, including but not limited to the amount of water demand reduction relative to baseline water demand. The data submitted for the amount of water demand reduction shall include both monthly and aggregate annual to date information and shall be compared to baseline water demand. When the monthly status update reflects that SCWA is not achieving the minimum water demand reduction of this term, SCWA shall also include additional actions SCWA has adopted and/or implemented to meet the demand reduction and identify the date when such additional actions will be fully implemented as part of the monthly status update.”

## 2 Water Demand Reduction Tracking

The Order provides the following description for determining the baseline water demands:

“The Plan shall define baseline water demand as appropriate for SCWA's situation based on considerations such as weather, economy, wholesale supplier allocations or other relevant information.”

The Water Agency has determined that the SBx7-7 methodology for calculating the baseline water demands would be appropriate. According to California Water Code Section 10608.12(b)(1) ‘Base daily per capita water use’ is defined as the following:

“The urban retail water supplier’s estimate of its average gross water use, reported in gallons per capita per day and calculated over a continuous 10-year period ending no earlier than December 31, 2004, and no later than December 31, 2010.”

The Water Agency and Water Retailers have selected a continuous 10-year period ending in December 31, 2006 to be used to determine the baseline water demands for each Water Retailer. The 10-year period selected accounts for the economic downturn and severe weather patterns that the region has experienced. The baseline accounts for varying economic conditions and weather patterns that constitute generally normal conditions for the region. It is also consistent with determining per capita water use targets as required by the Urban Water Management Planning Act. The Water Retailers baseline gallons per capita per day (GPCD) water demand will vary month to month to allow an accurate comparison to the 2014 water demands. The table below contains the October 2014 GPCD tracking.

Water Retailer	GPCD October	GPCD Baseline	GPCD Relative to Baseline
Cotati	99	172	-43%
Marin Municipal	116	157	-26%
North Marin	117	204	-43%
Petaluma	123	190	-36%

Rohnert Park	93	153	-39%
Santa Rosa	93	150	-38%
Sonoma	163	247	-34%
Valley of the Moon	108	162	-33%
Windsor	106	175	-39%
Forestville	126	214	-41%
Healdsburg	143	224	-36%
CalAm - Larkfield	113	209	-46%
<b>Regional Average</b>	<b>117</b>	<b>188</b>	<b>-38%</b>

The annual water demand of the Water Retailers is currently exceeding the 20% reduction goal. The table below provides a comparison of the annual baseline to date and the 2014 production to date.

<b>Water Retailer</b>	<b>GPCD Annual Aggregate to Date</b>	<b>GPCD Baseline</b>	<b>GPCD Relative to Baseline</b>
Cotati	111	166	-33%
Marin Municipal	120	151	-21%
North Marin	131	185	-29%
Petaluma	130	187	-30%
Rohnert Park	99	156	-37%
Santa Rosa	99	148	-33%
Sonoma	170	226	-25%
Valley of the Moon	110	154	-29%
Windsor	111	167	-33%
Forestville	139	200	-31%
Healdsburg	130	219	-41%
CalAm - Larkfield	119	203	-41%
<b>Regional Average</b>	<b>123</b>	<b>222</b>	<b>-45%</b>

### 3 Actions

The Water Agency and the Water Retailers are committed to ensuring that current water supply conditions are a top priority in the community. At a minimum, the Water Retailers provide a Water Supply Condition Update at each respective governing board meetings. Below are some of the additional actions taken in October 2014.

#### 3.1 Water Agency

The Water Agency and each of the Water Retailers continue to participate in the regional media campaign - "There's a Drought On. Turn the Water Off." The media campaign includes newspaper ads, before the movie ads, dedicated website, and local cable channel video. Below is a summary of the media activities for the month of October.

- 29 English print ads in 18 local publications

- 3 Spanish print ads in 3 local publications

The Sonoma Mendocino Immediate Drought Relief Project continues to progress. The Project was approved for full funding by DWR in late October and the Project has launched. Many participating agencies continue to offer the turf rebate through the Cash for Grass program to reduce demands. The High Efficiency Fixture Direct Install Program is on schedule. To date three plumbing contractors are on board with full fully executed agreements and available to complete installations. A shipment of 316 toilets was received by the City of Healdsburg for use in the region. Customers can apply for the program and determine eligibility online at [www.mendodrought.org](http://www.mendodrought.org).

### 3.2 City of Cotati

During the month of October the City of Cotati continued to promote conservation through efforts started in previous months.

### 3.3 Forestville Water District

On October 29, 2014, Forestville Water District contacted their customers with a letter addressing the current drought. The letter detailed the reduction in water consumption achieved since the declaration of the drought in January, reiterated the mandatory water conservation measures that are in effect, and provided suggestions to reduce water consumption further. Forestville continues to offer water savings devices free of charge to customers which include faucet aerators, shower heads and toilet tank banks.

### 3.4 City of Healdsburg

During the month of October, the City of Healdsburg continued to engage in demand reduction programs. The included issuing new permits for the Trucking Recycled Water Program and worked with agriculture customers for future connection to the recycled water line. Healdsburg was able to obtain a 25% reduction in 2014 compared to 2013 water usage. There were 6 inspections completed for the turf removal program. Finally, Healdsburg performed interviews for a Utility Conservation Analyst to coordinate, implement and drive utility conservation and efficiency programs. The Analyst is scheduled to start in November.

### 3.5 California-American Water - Larkfield

Schedule 14.1 Mandatory Stage One Rationing was approved by the CPUC and went into effect on October 23, 2014. During the month of October California American Water did extensive outreach to customers about the new provisions with direct mail, newspaper ads, visits to restaurants and outreach through a CAW sponsored community meeting and attendance at the annual Harvest Trade Show sponsored by the Mark West Chamber of Commerce.

### 3.6 Marin Municipal Water District

Marin Municipal Water District staff continued to enforce the water waste ordinance and responded to 49 reports of water waste. The Marin Municipal also conducted 35 on-site Conservation Assistance Program Consultations and approved 229 rebate applications for installation or purchase of conservation devices.

### 3.7 North Marin Water District

Staff continued aggressive enforcement of water waste, non-essential use, and outdoor irrigation prohibitions in effect during the month of October. During October North Marin provided rebates for 14 Cash for Grass projects, approved 7 Lawn be Gone projects, performed 39 Water Smart Home Surveys,

and rebated/distributed 63 High Efficiency Toilets. North Marin continued to actively promote drought awareness and water conservation during October through printed bill text, Facebook postings and website updates.

### **3.8 City of Petaluma**

The City of Petaluma enacted mandatory water use restrictions in accordance with SWRCB and increased water waste patrols. Direct mailers were sent to all customers outlining mandated water use restrictions and a message explaining water use restrictions was included on all water bills utilizing inserted bill stuffers. The website was updated with mandated water use restrictions. Petaluma field staff received training on dealing with water waste. The local high school, Casa Grande, was converted to reclaimed water for irrigation.

### **3.9 City of Rohnert Park**

The City of Rohnert Park continues to provide drought awareness lawn signs and respond to reported water waste.

### **3.10 City of Santa Rosa**

Santa Rosa held two separate classes held in the Low Water Use Landscape series during the month of October. The first class was held over two nights, and was for prequalification and instruction on converting turf. The second class provided specific information on low water use plants, taught by a master gardener.

After increasing the Green Exchange Rebate program from \$0.50 to \$1.00 per square foot the City of Santa Rosa has seen increased interest in the program. Customers are indicating that they are participating because of the higher rate. Santa Rosa has also seen a significant increase in participation from commercial (dedicated irrigation meter) sites. The average for the entire commercial program is 2,854 square feet per location. Since the rebate was increased, the average for commercial turf removal is 3,506 square feet per location.

Santa Rosa is also seeing customers sign up for two rebate programs that were recently launched, the direct ultra-high efficiency toilet install program, and the recirculating hot water pump rebate.

Santa Rosa continues to conduct Water Waste Patrols from 4:30 to 6:30 am three mornings each week.

### **3.11 City of Sonoma**

In October, the City of Sonoma took numerous drought actions. These include continued enforcement of Stage 2 mandatory conservation, limiting turf irrigation to 2 days per week and preformed additional water system leak detection. Per standard process, sent out 130 leak notification letters to water accounts that registered continuous meter flow. A Water-Wise Gardening event was held on October 25 and Sonoma staff hosted a water conservation booth to provide outreach and education on current water supply conditions and water use efficiency program information. Finally, a Water Workshop event was held on October 30 where the Sonoma hosted a water conservation booth.

### **3.12 Town of Windsor**

During October the Town of Windsor continued to promote the 20% mandatory reduction with a focus on reducing water waste. Windsor has aggressively promoted 3 days a week watering restrictions through lawn signs, electronic billboards, and use of movable electronic road signs.

### 3.13 Valley of the Moon Water District

Valley of the Moon Water District continued to promote conservation through efforts started in previous months.